Permit #F00052205

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00052205 **Type of Permit:** FILMING **Release Date:** 05/07/2012

Production Company	SEPHORA
Insured Company Name	SEPHORA
Contact Phone No. 1	917-776-1241
Contact Phone No. 2	
Fax	
Address	525 MARKET STREET, 32ND FLOOR SAN FRANCISCO, California 94105
Production Title	HELLO KITTY
Type of Production	Commercial - Internet

Producer	ABBY CARPENTER
Director	RAUL GASTAZORO
1st AD	NA NA
Production Manager	ABBY CARPENTER
FilmL.A. Coordinator	Daniel Alvarez
Location Manager	ABBY CARPENTER
Primary Phone	Mobile - 917-776-1241
Secondary Phone	Office - 917-776-1241
Location Assistant	NA NA
Primary Phone	Mobile - 000-000-0000
Secondary Phone	

Fees

Posting 300	$69.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $934.00

Number of Locations 2

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Summary Information — Location

Permit Number F00052205
Production Company SEPHORA
Insured Company SEPHORA
Production Title HELLO KITTY

Location Manager ABBY CARPENTER
Primary Phone Mobile - 917-776-1241
Secondary Phone Office - 917-776-1241

Location Address MELROSE PL., CROFT ST, ALFRED ST., LOS ANGELES, CA, 90069

Location Type Street

Film Dates 5/8/2012 - 5/8/2012 07:00 - 10:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached documents
Melrose Av Jylu 2009.pdf
Melrose Place July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	8
Extras	10

Filming Activities Camera on sticks; Drive ups & away; Equipment on sidewalk only.; Exterior Dialogue; Exterior establishing shots; Exterior motion without sound; PINK CARPET ON SIDEWALK;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** A7

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs S/S MELROSE PL. - CROFT ST - ALFRED ST.

Approximate Footage 0 - 300 **Log Number** 35459

Date(s) 5/8/2012 to 5/8/2012 **Time(s)** 07:00 to 13:00

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Summary Information — Location

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Production Company SEPHORA
Insured Company SEPHORA
Production Title HELLO KITTY

Location Manager ABBY CARPENTER
Primary Phone Mobile - 917-776-1241
Secondary Phone Office - 917-776-1241

Location Address MELROSE AVE., LA CIEGENA BLVD., CRESENTA HEIGHTS BLVD., SANTA MONICA BLVD., LOS ANGELES, CA, 90069

Location Type Street

Film Dates 5/8/2012 - 5/8/2012 07:00 - 10:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Exterior motion without sound; EXTERIOR WALKING GRID;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

SPECIAL FILMING CONDITIONS
MELROSE AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The popularity of the "trendy* part of Melrose Avenue has created a number of serious parking problems on Melrose Avenue as well as the side streets to the north and south. To help mitigate the impact of filming on this area, the following Special Filming Conditions now apply.

- **Affected residents/merchants/businesses must be notified at least two (2) days prior to first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Posting on Melrose Avenue should be kept to a minimum and will require a Filming Survey of all affected merchants.**
- **Cast and crew are not permitted to park on area streets.** *Off-street parking must be provided.*
- **Since permanent signs prohibit parking on the west side of Gardner Street (north of Melrose Avenue), parking/posting can only be allowed on the east side and should be limited to the area between Melrose Avenue and the alley.**

FilmL.A. Inc.
NOT A PERMIT

SPECIAL FILMING CONDITIONS
MELROSE PLACE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

- **Affected residents/merchants/businesses must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Cast and crew are not permitted to park on area streets.** Off-street parking must be provided for personal vehicles.
- **Minimal posting of area streets for production equipment or picture purposes will be allowed.** *Use of off-street parking is strongly encouraged.*
- **At least one parking space in front of 8424 Melrose Place is to be left open and available during times when the store is open for business.**

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